

ORDER



Orders
Order / Rev: 704330
Alt Order #: 06261648
Product Desc: OBAMA SCHED C
Estimate: 1549
Flight Dates: 08/04/12 - 08/17/12
Original Date / Rev: 08/03/12 / 08/03/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/17/12	156	\$167,000.00	\$141,950.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	156	\$167,000.00	\$141,950.00	0.00
Totals	156	\$167,000.00	\$141,950.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WUSA	20%	\$167,000.00
Market	100%	\$835,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	25%	\$208,750.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$292,250.00
WTTG	20%	\$167,000.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	08/06/12	08/17/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	8	\$700.00	P-1	0.00	NM	16	\$11,200.00
LETS-DEAL1-CBS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--			8			\$700.00		0.00			
Week:		08/13/12	08/19/12	MTWTF--			8			\$700.00		0.00			
E 2	WUSA	08/06/12	08/17/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	8	\$1,200.00	P-1	0.00	NM	16	\$19,200.00

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
PRICE-RT 1-CBS/PRICE-RT 2-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		8		\$1,200.00			0.00			
		Week: 08/13/12	08/19/12	MTWTF--		8		\$1,200.00			0.00			
E 3	WUSA	08/06/12	08/17/12	DT Soaps	CM	9A-3P (12:30 PM-3:00 PM)	:30	15	\$1,200.00	P-2	0.00	NM	30	\$36,000.00
VARIOUS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		15		\$1,200.00			0.00			
		Week: 08/13/12	08/19/12	MTWTF--		15		\$1,200.00			0.00			
E 4	WUSA	08/06/12	08/17/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	:30	5	\$1,200.00	P-1	0.00	NM	10	\$12,000.00
9NEWS NOW@12PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		5		\$1,200.00			0.00			
		Week: 08/13/12	08/19/12	MTWTF--		5		\$1,200.00			0.00			
E 5	WUSA	08/06/12	08/17/12	4-5p Dr. Phil	CM	4-5p	:30	10	\$800.00	P-2	0.00	NM	20	\$16,000.00
DR. PHIL<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		10		\$800.00			0.00			
		Week: 08/13/12	08/19/12	MTWTF--		10		\$800.00			0.00			
E 6	WUSA	08/06/12	08/17/12	9 News @ 5p 9 News @ 5p	CM	5-6p	:30	5	\$800.00	P-1	0.00	NM	10	\$8,000.00
9NEWS NOW@5PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		5		\$800.00			0.00			
		Week: 08/13/12	08/19/12	MTWTF--		5		\$800.00			0.00			
E 7	WUSA	08/06/12	08/17/12	CBS This Morning CBS This Morning	CM	7-9a	:30	10	\$350.00	P-2	0.00	NM	20	\$7,000.00
CBS THS MRNG-2<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		10		\$350.00			0.00			
		Week: 08/13/12	08/19/12	MTWTF--		10		\$350.00			0.00			
E 8	WUSA	08/06/12	08/17/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	:30	5	\$2,500.00	P-1	0.00	NM	10	\$25,000.00
ENT TONIGHT 30														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		5		\$2,500.00			0.00			
		Week: 08/13/12	08/19/12	MTWTF--		5		\$2,500.00			0.00			
E 9	WUSA	08/06/12	08/17/12	9-930a Inside Edition	CM	9-930a	:30	8	\$300.00	P-1	0.00	NM	16	\$4,800.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		8		\$300.00			0.00			
		Week: 08/13/12	08/19/12	MTWTF--		8		\$300.00			0.00			
E 10	WUSA	08/04/12	08/11/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
9NEWSNOW SAT@6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-		1		\$600.00			0.00			
		Week: 08/06/12	08/12/12	-----S-		1		\$600.00			0.00			
E 11	WUSA	08/04/12	08/11/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	:30	1	\$300.00	P-2	0.00	NM	2	\$600.00
CBS THS MRN:SA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-		1		\$300.00			0.00			
		Week: 08/06/12	08/12/12	-----S-		1		\$300.00			0.00			
E 12	WUSA	08/05/12	08/12/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
9NEWSNOWSU@630P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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E 12	WUSA	08/05/12	08/12/12	9 News @ 630p Sun 9 News @ 630PM Sunday 9NWSNOWSU@630P	CM	630-7P	-----S	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-----S		1				\$1,000.00		0.00			
	Week:	08/06/12	08/12/12	-----S		1				\$1,000.00		0.00			
E 13	WUSA	08/05/12	08/12/12	Sun Prime A 60 Minutes 60 MINUTES-CBS	CM	7-8P	-----S	:30	1	\$12,000.00	P-2	0.00	NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-----S		1				\$12,000.00		0.00			
	Week:	08/06/12	08/12/12	-----S		1				\$12,000.00		0.00			
													Totals	156	\$167,000.00